



**University of Rajshahi**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**Evening MBA Program**

**COURSE OUTLINE**

|                 |          |                           |
|-----------------|----------|---------------------------|
| <b>Semester</b> | <b>:</b> | <b>Third</b>              |
| <b>Batch</b>    | <b>:</b> | <b>34<sup>th</sup></b>    |
| <b>Session</b>  | <b>:</b> | <b>January-June, 2026</b> |

|                                                   |          |                                                                                                                                                          |
|---------------------------------------------------|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Course Code</b>                                | <b>:</b> | <b>E-514</b>                                                                                                                                             |
| <b>Course Title</b>                               | <b>:</b> | <b>International Business Management</b>                                                                                                                 |
| <b>Course Teacher</b>                             | <b>:</b> | <b>Md. Shawan Uddin, PhD</b>                                                                                                                             |
|                                                   |          | Associate Professor, Management Studies Department, RU                                                                                                   |
| <b>Contact No</b>                                 | <b>:</b> | <b>+8801556-307564, shawanmgt@ru.ac.bd</b>                                                                                                               |
| <b>Website</b><br>(For Course Materials Download) |          | <b><a href="http://rurfid.ru.ac.bd/ru_profile/public/teacher/23706012/profile">http://rurfid.ru.ac.bd/ru_profile/public/teacher/23706012/profile</a></b> |

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| <b>Rationale of the Course</b> | In today's globalized and tech-driven world, understanding international business is vital for future managers. This course offers insights into cross-border operations, trade theories, culture, international finance, and global HR strategies. It develops analytical and decision-making skills essential for managing multinational businesses. With Bangladeshi firms expanding globally, the course equips students to navigate international challenges and seize global opportunities effectively. |
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| <b>Intended Learning Outcomes (ILOs)</b> | Upon successful completion of the MBA program, graduates will be able to: <ol style="list-style-type: none"> <li>1. Demonstrate comprehensive knowledge of core business disciplines, including international business operations.</li> <li>2. Apply strategic, analytical, and critical thinking to solve complex managerial problems in both domestic and international contexts.</li> <li>3. Communicate effectively in multicultural business environments.</li> <li>4. Exhibit ethical decision-making and leadership competencies in global business settings.</li> <li>5. Utilize modern technologies and data analytics in international business management.</li> <li>6. Demonstrate the ability to adapt and innovate in dynamic global markets.</li> </ol> |
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| <b>Course Learning Outcomes (CLOs)</b> | <p><b>CLO1 &amp; 2:</b> Explain the fundamental concepts of international business, management globalization, and cross-border management.</p> <p><b>CLO3:</b> Analyze the impact of culture on international business practices and communication.</p> <p><b>CLO4:</b> Evaluate strategies for managing human resources in global operations.</p> <p><b>CLO5:</b> Demonstrate knowledge of ICT tools used in international business processes.</p> <p><b>CLO6:</b> Apply practical knowledge of export and import practices in a real-world business context.</p> <p><b>CLO7:</b> Understand the principles of international finance, foreign investment, and exchange rate mechanisms.</p> <p><b>CLO8:</b> Discuss international trade theories and their relevance to contemporary global trade.</p> <p><b>CLO9:</b> Examine the role of global and regional institutions (e.g., GATT, WTO) in shaping international business environments.</p> <p><b>CLO10:</b> Design strategies for business operations considering regional integration and global production challenges.</p> <p><b>CLO11:</b> Deliver effective presentations on international business topics using critical thinking and research skills.</p> |
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| <b>Text Book</b> | <b>:</b> | <b>Phil Kelly: International Business and Management</b> |
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| Class | Topics to be discussed                                | Topics which will cover Midterm Examination |
|-------|-------------------------------------------------------|---------------------------------------------|
| 1.    | Business & Management                                 |                                             |
| 2.    | International Business & Globalization                |                                             |
| 3.    | Culture & International Business                      |                                             |
| 4.    | Managing Human Resources in Global Business Processes |                                             |

**5. Mid-Term Examination**

| Class | Topics to be discussed                              | Topics which will cover Presentations & Semester Final Examination |
|-------|-----------------------------------------------------|--------------------------------------------------------------------|
| 6.    | ICT in International Business                       |                                                                    |
| 7.    | Export & Import Practices                           |                                                                    |
| 8.    | <b>Presentation-1</b>                               |                                                                    |
| 9.    | International Finance                               |                                                                    |
| 10.   | Foreign Investments                                 |                                                                    |
| 11.   | International Trade theories and their application  |                                                                    |
| 12.   | Regional integration                                |                                                                    |
| 13.   | GATT, WTO, International Business Production Issues |                                                                    |
| 14.   | Exchange Rates                                      |                                                                    |
| 15.   | <b>Presentation-2</b>                               |                                                                    |